

NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 10/18/91

PM

NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE		
			WEEK	4 WK	CUME
Marlboro Medium	59.40	1.7 *	0.71	1.44	2.04
Bristol	104.98	1.3 *	1.25	1.51	1.46
Bucks	13.59	0.5 *	0.16	0.29	0.49
Cambridge Lowest	9.96	0.2 *	0.12	0.09	0.21
Bristol Lowest (Reg 2)	0.89	0.1 *	0.05	0.04	0.13
Commander (Reg 1,3,4,5)	2.86	0.1 *	0.04	0.05	0.08

TEST MARKET

B&H De-Nic - Arizona	0.08		0.07	0.13	0.50
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Marlboro Ultra Lights

Indianapolis (B/W)	1.40		1.49	1.16	1.15
Portland (R/C)	0.58		0.53	0.60	0.66
Nashville (R/W)	0.72		1.10	0.87	1.21

Bucks

Arizona	0.18		0.18	0.19	0.62
Birmingham	0.06		0.07	0.37	0.60

COMPETITIVE

NATIONAL/REGIONAL	RETAIL	SHARE	
			MONTHLY SHIPMENT
Camel Ultra Lights	0.4 *		0.2
Misty	0.6 *		0.6
Sterling (SG)	0.3 *		0.7
Bull Durham	0.2 *		0.2
Capri 120's	0.2 *		0.2
Magna (SG)	0.6 *		0.7
Camel 99	0.4 *		0.3
Winston Ultra Box	0.2 *		0.1

TEST MARKET

Horizon

Atlanta	0.5 #	0.1
St. Louis	0.5 #	0.1
Dallas	0.7 #	0.2

Dakota

Houston (85's & 100's)	0.2 **	LT 0.1
Nashville (85's & 100's)	0.2 #	LT 0.1
Arizona (Slide Box 85's)	0.5 #	0.2

Style

Hartford (FM)	LT 0.1 ***	LT 0.1
New Orleans (PV)	0.4 #	0.1

Newport Half Pack

Mississippi/Louisiana	0.5 *	0.2
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Belair (SG)

Maine	0.9 #	0.3
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Newport Lts

Michigan		1.2
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Retail Audit
 * New Nielsen
 ** Convenience Scanning

**** Scanning Supermarkets
 *** ICC

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